

CLAIMS

1. An information receiving device that makes the viewer can set the condition of information to be received, wherein:

    said information comprising program information and commercial information, and comprising:

        recording means for recording said information;

        condition setting means for conducting the condition setting related to said commercial information recorded;

        control data forming means for forming the control data showing the condition set by said condition setting means and for supplying to said recording means;

        data transmission means for forming data showing the condition set by said condition setting means and for transmitting to the supplying source who supplies said information; and characterized by:

        said recording means sets the combination of said program information and commercial information according to said control data.

2. An information receiving device as defined in Claim 1, wherein:

    said condition setting means is capable of changing the combination ratio of said program information and commercial information.

3. An information receiving device as defined in Claim 2, wherein:

    said condition setting means is capable of setting the deletion of said commercial information.

4. An information receiving device as defined in Claim 2, wherein:

    said condition setting means is capable of selecting and setting the classification of said commercial information.

5. An information receiving device that makes the viewer can conduct the condition setting of information receivable, wherein:

    said information consisting of program information and commercial information; and comprising:

        recording means for recording said information;

        condition setting means for conducting the condition setting on the commercial information recorded and for selecting commercial information;

        control data forming means for forming control data showing the condition set by said condition setting means and for supplying this to said recording means;

        data transmission means for forming data showing the condition set by the condition setting means and for transmitting this to the supplier who supplies said information; and characterized by:

said recording means sets the combination of said program information and the selected commercial information by said control data, and records the information related to the commercial information selected from said information supplier according to the data to be transmitted to said information supplier.

6. An information receiving method that makes the viewer can conduct the condition setting of information to be received, wherein:

aaid information consisting of program information and commercial information, and comprising:

a step for recording said information;

a condition setting step for setting the condition related to the commercial information recorded;

a control data forming step for forming the control data showing the condition set by said condition setting step and for supplying this to said recording means; and

a data transmission step for forming data showing the condition set by said condition setting step and for transmitting to the supplier who supplies said information; and characterized by:

said recording step sets the combination of said program information and commercial information by said control data.

7. An information receiving method as defined in Claim 1, wherein:

    said condition setting step changes the ratio of combination of said program information and commercial information.

8. An information receiving method as defined in Claim 6, wherein:

    said condition setting step makes the deletion setting of said commercial information possible.

9. An information receiving method as defined in Claim 7, wherein:

    said condition setting step makes the selection setting of classification of said commercial information possible.

10. An information receiving device connected to the information supplier via a bidirectional circuit, and as well as receiving the program information and commercial information from said information supplier, for transmitting the condition setting request related to the commercial information to said information supplier through said bidirectional circuit, comprising:

    recording means for recording said program information and said commercial information;

    combining means for combining said program information and commercial information;

condition setting means for setting the combination condition of said commercial information with respect to said program information on the screen;

condition data forming means for forming the condition data showing the condition set by said condition setting means and supplying to said bidirectional circuit, transmitting to said information supplying source; and

additional information request generation means for requesting additional information related to said commercial information to said information supplying source via said bidirectional circuit; and characterized by:

said combining means changes the combination ratio of the program information and the commercial information and records additional information related to said commercial obtained from said supplier based on said additional information request on said recording means.

11. A broadcast receiving device that makes the viewer can set the condition on the broadcast contents, comprising:

program receiving means for receiving program broadcasts;

CM receiving means for receiving CM broadcasts;

broadcast contents recording means for recording the broadcast contents;

condition setting means for conducting the display condition setting of the CM broadcasting; and

a control means for controlling the broadcast contents to be displayed.

12. A broadcast receiving device as defined in Claim 11, wherein:

    said condition setting means is capable of setting or non-setting of CM broadcast display.

13. A broadcast receiving device as defined in Claim 11, wherein:

    said condition setting means can select the CM broadcast contents to be displayed.

14. A broadcast receiving device as defined in Claim 11, wherein:

    said control means places CM broadcasts between program broadcasts according to the setting of said condition setting means.

15. A broadcast receiving device as defined in Claim 11, wherein:

    said control means places CM broadcasts between program broadcasts according to the setting of said condition setting means.

16. A broadcast receiving device as defined in Claim 11,  
wherein:

    said control mean informs the execution of CM broadcast  
    display to the outside.